

ABSTRACT

The invention provides an information exchange method allowing for the following: when watching a TV program or the like, a plurality of terminal users in remote locations exchange information, simultaneously watching a visual object displayed on the TV receiver screen, wherein visual information and messages such as chat are linked up. Assuming that two or more terminal devices connect to a computer network and information about content of interest rendered by media is communicated over the network, information to identify the content, target area selected to define a part or all of an object from the content, and messages are sent and received between or across two or more terminals via the computer network.